



July 8, 2004

Dear California Tire Stewardship Dialogue Participants:

DRAFT ACTION PLAN AND STAKEHOLDER MEETING

Attached is the ***Draft Tire Stewardship Action Plan*** to help prepare you for the Tire Stewardship Initiative stakeholder meeting on July 28 in Sacramento CA. The Draft Action Plan is the culmination of research and stakeholder interviews conducted by PSI over the past six months. The document will form the basis for our discussion, and includes a Proposed Problem Statement, Proposed Project Goals, Issues identified as central to understanding the current problem, and Potential Strategies for resolving the key issues. This meeting will enable PSI to develop a Final Action Plan, after which subsequent meetings will be held on selected topics. At the meeting, we will prioritize the issues and strategies for further discussion, and briefly discuss several priorities.

Please provide your comments on the Draft Action Plan to both Julie Rhodes (jrhodes4@indy.rr.com) and me (scott@productstewardship.us) no later than close of business on Monday, July 19. We will incorporate comments and distribute a 2nd draft Action Plan by close of business on Friday July 23. Comments received after Monday, July 19, will not be included in the 2nd draft. Please send them as early as possible to help us out. We realize that this is a tight timeframe, but the summer has not slowed down for us at PSI and several other dialogue meetings coincided with this one.

ISSUES AND STRATEGIES SURVEY

Also attached is an ***Issues and Strategies Survey*** to help prioritize the issues and strategies for discussion, and maximize the productiveness of the meeting. The survey asks you to rank the key issues and associated strategies in order of priority. The responses to the survey will be presented at the meeting. **Please note:** It is important that you complete the ***Issues*** portion of the survey by assigning each issue a different number. We realize it can sometimes be difficult to prioritize and rank competing interests. However, we need you to assign a different ranking for each issue. In addition, in the ***Potential Strategies*** portion of the survey, please complete each line item, so that we can evaluate your interest in pursuing each strategy. **Please complete the survey and return it via e-mail to both Julie Rhodes (jrhodes4@indy.rr.com) and me (scott@productstewardship.us) no later than close of business on Monday, July 19.**

SACRAMENTO MEETING LOGISTICS

If you have not yet RSVPd that you will be attending the July 28 Tire Stewardship Initiative meeting (see attached attendance list), please contact Julie Rhodes (jrhodes4@indy.rr.com) as soon as possible. The building where the meeting will take place has tight security and you will not be allowed in the building if we do not have your name on a list. If you cannot attend but would like to be on a conference call, please let Julie know. While this is not the best way to participate, PSI will make it worth your while. More details about the agenda and meeting logistics (e.g., directions) will be sent to you soon.

SPONSORSHIPS

There are still opportunities to sponsor food. The three food opportunities include: (1) breakfast; (2) lunch; and (3) reception the night before the meeting. Please call Scott for more details, at 978-934-4855. If we cannot get any sponsors for the lunch, we will have to charge a nominal fee to cover catered food so that we do not lose valuable time looking for a place to eat.

HOTEL

Don't forget to make your hotel reservations. The hotel has agreed to extend the block of rooms until July 20 at the negotiated rate of \$114. For reservations, call 916/446-0100 or 800/Holiday. Refer to the **Tire Stewardship Dialog** when making reservations.

GENERAL QUESTIONS

If you have any questions, feel free to contact Scott Cassel, at 978-934-4855 or scott@productstewardship.us, or Julie L Rhodes at 317/631-2220, or jrhodes4@indy.rr.com.

PSI Paint Project Team

Scott Cassel, PSI Director

Julie L Rhodes, Project Manager/Consultant to PSI